Here is a checklist for you. Mark every point and this will helps you to be on the right track.

**Module 1: Overview**

**Module 2: How to Create Your “Bribe” Offer**

Free gift to offer.

Join giveaway event.

Give conditions.

Monthly gift (optional).

**Module 3: How to Create A High Converting Landing Page**

Simple and precise.

Eye-catching design.

Limit Exit.

Call to action.

Great offer ONLY for the subscribers.

Compatible for mobile

Find a good web host.

Pop up box when they close the tab.

**Module 4: How to Write Your Follow-Up Emails**

Captivating subject line.

Short and personal.

Clarity of initial context.

Implementation of engaging story.

Prepare few emails (minimum 4).

Send in the right interval (recommended 1 week once).

**Module 5: Buying Email Solo Ads**

Search for right source (same niche).

Attractive subject line.

Brief, concise and clear.

Call to action.

**Module 6: Generating Lead from Facebook**

Set up Facebook page.

Establish followers.

Call to action (posts, links, etc.).

**Module 7: Ad Swap**

Join ad swap group.

Search for right source (same niche).

Get to know whether they have almost the same amount of subscribers.

Prepare ad to be swapped.

**Module 8: Using Google Adwords to Generate Leads**

Start a Google Adwords Campaign.

Register an Adwords account.

Choose the keyword you want to use for the campaign.

Set your daily budget for the campaign.

**Prepare to increase your Ad Rank**

Bid

Expected click through rate

Landing page experience

Relevancy

Ad format

**Module 9: 100% Commission**

Set up your affiliate team.

Provide 100% commission for Front-End product only.

**Module 10: Adding Your Offer to Other People’s Thank You Page**

Search for the right source (same niche).

Make a deal with the source.

Attractive title.

Captivating design.

**Module 11: Joining Giveaway Event**

Your own mailing list.

Your own gifts.

Create an auto responder.

Create your landing/signup page.

Provide support email address.

Miscellaneous.

Identify quality events.

**Module 12: Search Engine Optimization**

Carry your keyword research.

**On-page SEO**

Keyword in title once

Keyword in content 2-3 times

Keyword in img alt tag.

**Off-page SEO**

Private blog network

Blog commenting

Article marketing

Your own site.

**Bonus 1: How to Optimize Your Lead Generation**

Set up and upload your video.

Frequent blog posts.

Speak in seminars.

Television and radio interviews.

**Bonus 2: How to Monetize Your Mailing List**

One Time Offer.

Sell Solo Ads.

Thank You Page.

Affiliate marketing.

**Bonus 3: How to Write Profit Pulling Emails**

Use ‘You’ instead of ‘I’

Go easy with exclamation marks

Don’t use all capital letters

Spelling and grammar check

**Subject line**

50 characters

Answer “What’s in it for me”

Implementation of curiosity

**Content**

65 characters

ASCII character

**Call to Action**

Insert your own links or affiliate links